

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application:

LISTING OF CLAIMS:

1. (currently amended): An advertising system having a game playback device that provides a game screen in a display section of a user terminal installed on each of a plurality of tables in a store, said advertising system comprising:

an identification information retrieval processing section configured to read an orderer identification code that identifies a user seated at one of the tables;

a seating information management section configured to manage seating information, said seating information including information in which a table code, that identifies a table and a user terminal, is associated with the orderer identification code of the user seated at the table; and

an image control device ~~for controlling~~ configured to control, using at least output information from said seating information management section, said game playback device so that said game playback device employs an advertising image that is an image for advertising a product or a service, as a character image used in said game screen.

2. (original): An advertising system according to claim 1, further comprising: a playback control device that controls said game playback device so as to include an order detection device that detects said product or said service displayed in said game screen as said character image; and

an order information receiving device that receives order information related to the order of said product or said service detected by said order detection device.

3. (currently amended): An advertising system according to claim 1, comprising:

an advertising image information database that stores advertising image information, which is information related to said product or said service including advertising image data which are electronic data of said advertising image; and

an advertising image selection device that selects, using at least the output information from said seating information management section, said advertising image having a better advertising effectiveness from said advertising image information database, according to one or a plurality of information from among: ~~information related to a said store where said user terminal is installed~~, a period of time, a date, a day of the week, and a time elapsed from a predetermined event related to the user ~~using said user terminal~~ taken as a start time.

4. (original): An advertising system according to claim 1, further comprising:

a score computing device, which computes a score by carrying out predetermined calculations according to a course of a game;

a score information database which sorts past scores in descending order and assigns ranks to them, and associates and stores top scores that are ranked above a predetermined rank with scorer information, which is information related to the users who played the game and gained the top scores; and

a score information display device which associates said top scores and said scorer information referenced from said score information database and displays them on said display section.

5. (currently amended): An advertising system according to claim 4, further comprising:
a scorer information retrieval device which retrieves said scorer information when a computed score, which is a score that said score computing device computes, is greater than said top score referenced from said score information database; and
a database update device which stores said computed score associated with retrieved scorer information, as a new top score in said score information database.

6. (original): An advertising system according to claim 1, further comprising an image enlargement device that enlarges said advertising image and displays it on said display section.

7. (original): An advertising system according to claim 1, wherein in a case where said user terminal has a sound emitting device that emits sound, said advertising image information additionally includes call information for calling information relating to said product or said service, and further comprising:

a call control device that controls said sound emitting device to make reference to said call information included in said advertising image information from said advertising image information database, and call out information relating to the product or service.

8. (currently amended): An advertising method for employing a game playback device that provides a game screen on a display section of a user terminal installed on each of a plurality of tables in a store, said method comprising:

reading an orderer identification code that identifies a user seated at one of the tables;
managing seating information, said seating information including information in which a table code that identifies a table and a user terminal, is associated with the orderer identification code of the user seated at the table; and

controlling, using at least the seating information, said game playback device to allow said game playback device to employ an advertising image that is an image for advertising a product or a service, as a character image used in said game screen.

9. (currently amended): A computer readable storage medium comprising a program for an advertising system having a game playback device that provides a game screen on a display section of a user terminal installed on each of a plurality of tables in a store, wherein said program controls a computer to execute operations comprising:

reading an orderer identification code that identifies a user seated at one of the tables;
managing seating information including information in which a table code, that identifies a table and a user terminal, is associated with the orderer identification code of the user seated at the table; and

controlling said computer, using at least the seating information, so that said game playback device employs an advertising image, that is an image for advertising a product or a service, as a character image used in said game screen.

10. (new): An advertising system according to claim 3, further comprising a group information input section configured to associate a plurality of orderer codes with a group ID that identifies a group with a separate account,

wherein said advertising image selection device selects, using at least the output information from said seating information management section and input information that is input into said group information input section, said advertising image from said advertising image information database.